Cable company continues to upgrade quality of local television service

Appomattox Cable Television, proud to be a part of Appomattox today. Appomattox Cable Television Inc. came into being when Bahakel Corporation with headquarters in Charlotte, North Carolina, bought Arco Cable Television in January of 1982.

Changing the name from Arco to Appomattox Cable Television Inc., the company did more than change the name. They immediately began reconstruction and other improvements in order to bring the best possible service to people in the Appomattox area.

Bahakel Communications owns 11 radio stations, including WWOD AM and WKZZ FM in Lynchburg and seven television stations. They also own Nesbe Cable Satellite, Wyoming Cable Television, Nottoway Cable Television, Charlotte Home Theatre and of course, the newest acquisition, Appomattox Cable Television.

Bahakel Broadcasting had its roots in small town of some 8000 people in central Mississippe, in Kosciusko, which is referred to as "The beehive of the hills."

Back from wartime service, in the Army, Cy N. Bahakel worked his way through law school as an announcer at WJRD in Tuscaloosa. After several months in a law practice, he decided to go over and start a station in Kosciusko. All though he intended to start the station, sell his part and go back to law, he ended up buying out his partner and that was station number one, WKOZ (AM) which first went on the air in 1947.

From then on there was no where else to go but up.....and on with the stations, radio, television and cable companies.

In 1977 Cy, president of this huge communications firm, recieved the coveted Abe Lincoln award which bears the inscription: "Honoring Cy N. Bahakel for Exceptional Achievement as Broadcaster and Citizen." He served two terms as a North Carolina State Senator.Cy stays busy, personally visiting each station periodically.

Pride in his stations, pride in his people and in the service they provide.

Lawson's record cited

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sured customers' satisfaction with the overall performance of the dealership.

Questions in the survey covered everything from convenience of hours to quality of work and cleanliness of service shop.

One of the notable things about Lawson Ford is that there has been practically no turnover in sales department personnel.

The sales department, consisting of Pat Lair, Page Petty, Jack Lawson and David Covington, has more than 58 years of experience, according to Burke. Lair and Petty have both received Ford Motor Company's Master Sales Council awards, which are made when a salesman reaches a certain number of points resulting from sales.

"Our sales technique is based on handling the customer's needs in a very personal way," Burke says.

Burke points out that a major reason for the continued success of Lawson Ford is employee satisfaction. "If your employees are happy, then that passes on down to the customer," he says.

To enhance employee satisfaction, Lawson Ford has adopted an employee-involvement type of management.

"It's a participative form of management, where the workers in each department gather for meetings on a regular basis, then the head of each department meets with the general manager on a regular basis. "If there are problems, we try to get them straightened out," Burke says. There are five different employee groups with group leaders, and they have monthly meetings with the general manager.

This type of progressive business thinking is typical of what earned Lawson Ford the coveted Distinguished Achievement Award in 1982, a Ford Motor Company Award for "recognition of progressive management, modern sales and service facilities, sound merchandising practices, high quality standards and continuing interest in rendering superior service to Ford customers."

Because of a combination of factors, Lawson Ford was picked as one of the nation's leading Ford dealerships.

APPOMATTOX CABLE TELEVISION'S TEAM — (left to right) Ricky Tomlin, Harry Tomlin, James Foster and Russell Williams

Thank You Appomattox!

We would like to express our appreciation to the citizens of the Appomattox area for their response and friendship during the time of our cable reconstruction.

We hope to continue with good service for many years to come.

If we can be of any assistance to you, please call us at

352-5030

Appomattox Cable Television, Inc.

After World War II

H.H. Moore began with a single truck

H.H. Moore, Jr., Trucking Company has grown from a single, military surplus truck and a small building near the Appomattox Lime Plant, to a fleet of 19 tractors, 23 flats and 35 vans in a large, modern terminal facility featuring the latest in trucking computer technology.

"I bought a military surplus dump truck after I got out of the service following World War II," comments H.H. Moore, Jr. "Back then, right after the war, you couldn't buy a new truck."

As soon as new trucks became available, however, Moore and his wife, Evelyn, purchased one from John Grimes. At that time, their business was headquartered in a small building on family-owned property near the Appomattox Lime Plant.

"We used that truck to haul lime and stone," comments Moore. "Jack Hudson drove the truck then (in 1946), and he's still hauling lime today," Moore adds.

In the years following the second world war, the Moores found their business growing, and in 1961 they moved the truck terminal to a shop building behind the Amoco service station on Route 460. The building was owned by Appomattox Hardware.

"By that time, we had seven or eight trucks," remembers Mrs. Moore.

Through the 1960s and 1970s, the business continued to grow, and in 1978, the family moved their business into a new terminal building on Route 460, complete with modern service and office facilities.

All four of Mr. and Mrs. H.H. Moore, Jr.'s children have been involved in this family business in one way or another during the years since it was founded.

"In the early years, when we were just getting started, we didn't have any drivers other than H.H., Wayne and Teddy," notes Mrs. Moore. While the men were on the road, Mrs. Moore managed the office and kept the books.

Teddy and Wayne are two of the Moore's three sons. Teddy still works with the trucking company, he is the dispatcher and assistant manager of the business. Wayne worked there until 1982, when he opened a truck-repair shop on Route 460 east of Appomattox.

Larry, the Moore's third son, worked at the family business a few months before going to work for Babcock and Wilcox in Lynchburg.

Bonnie, the Moore's daughter, works at the trucking company one day a month, helping to close out the books. She is a full-time employee of Miller and Rhodes Department Store.

Teddy's wife, Patsy, has worked with the businesss full time for the past ten years. She helps to run the front office.

"We also have nine grandchildren on one great-grandson. Two of our grandsons, Jeff and Todd Moore, are driving tractor-trailers in Virginia," notes Mrs. Moore. Another of the Moore's grandchildren, Joey Herbert, age 13, helps around in the shop.

The Moore's business went through a great deal of change in 1979. "We went from mostly in-state hauling to mostly interstate hauling", notes Teddy. "We now have an ICC general commodity authority to operate to and from 48 states. We have trucks going all over the country," he adds.

Because of the tremendous cost of long-distance trucking ((H.H. Moore's trucks logged at total of 1,250,000 miles last year alone), the Moores decided to install a computer which allows them to map out the least expensive route to any destination in the country.

For example, if a truck is scheduled to carry a load to Cleveland, Ohio, then Patsy will check the price of fuel at the various truck stops along possible routes which the truck could take. This is done by typing into the computer the destination and possible routes. The computer then prints a read out indicating the per-gallon cost of fuel at each of the truck stops along the possible routes. Other pertinent information, such as distance between truck stops, is included in the read-out.

This helps cut down on costs when planning on trips, enables the Moores to map out the most cost-effective route to a given destination, according to Teddy.

The computer which was installed last month, is only one example of the progressive business practices used at the trucking company.

"We have a safety-incentive program for our drivers," notes Teddy. "For every month they go without a speeding ticket or chargeable accident, they get a cash reward."

And the Moores get together with their drivers every three months for a breakfast meeting to review safety records and discuss any problems related to safety.

"At the end of the year, in December, is when we have our big safety meeting," Mrs. Moore points out. "That's when we award the cash bonuses to the drivers who have earned them in our safety-incentive program."

The Moores have also adopted an indepth employee screening program, which requires that a driver pass a battery of Department of Transportations examinations, from physical exams to written and behind-the-wheel tests.

"Another feature we have added recently is a toll-free telephone system," Teddy notes. "Our customers can call us from anywhere at any time, at no cost to them."

All of this has been done to help improve H.H. Moore, Jr., Trucking Company's ability to serve its customers.

"The main reason for our success has been the many good customers we've had throughout the years," Teddy notes. "Almost every new customer we get comes from feedback -- they are referred to us by other customers who have been pleased with the good service we give them."

That's what the business is all about, as Teddy concludes: "We emphasize service to our customers. That's the name of the game."

A HERITAGE OF SERVICE

SINCE "1946"

1946

1961

"SERVICE IS OUR MOTTO"

General Commodity Authority Into 48 States

ICC # 134676

1978

Mr. & Mrs. H. H. Moore, Jr.

H. H. MOORE, JR.

TRUCKING COMPANY, INC.

HWY. 460 — APPOMATTOX

352-7371 or 352-7936